MAR-30-2000 15:47 5088815554 P.02

3/2000 16:47 5088815554 HOT PURSUIT INC PAGE 02

LEAD FACTORY FLOW DIAGRAM

Example lead sources

Purchased lists

Tradeshows, other events

Web, phone, fax, email, ads

Marketing Action

Station 1: suspect has no awareness (210)

Station 2: suspect has had informal intro (215)

Station 3: suspect initiated inquiry (220)

Station 4: cannot reach contact or too long to follow up; do not discard yet (225)

Station 5: potentially hot; needs more qualif.

Station 6: warm lead but not ready for sales

Station 7: influencer only; keep on mailing

Station 8: general mailing list

Sales Action (230)

Station 9: HOT LEAD! Sales is working. (250)

Station 10: sales rejects lead; includes reason. (255)

Station 11: no longer hot but still in sales cycle. (260)

Station 12: Sale complete; now a customer. (265)

Station 13: bad lead, 'remove' name. (270)

245 240 235

FIG. 1

Proprietary & Confidential

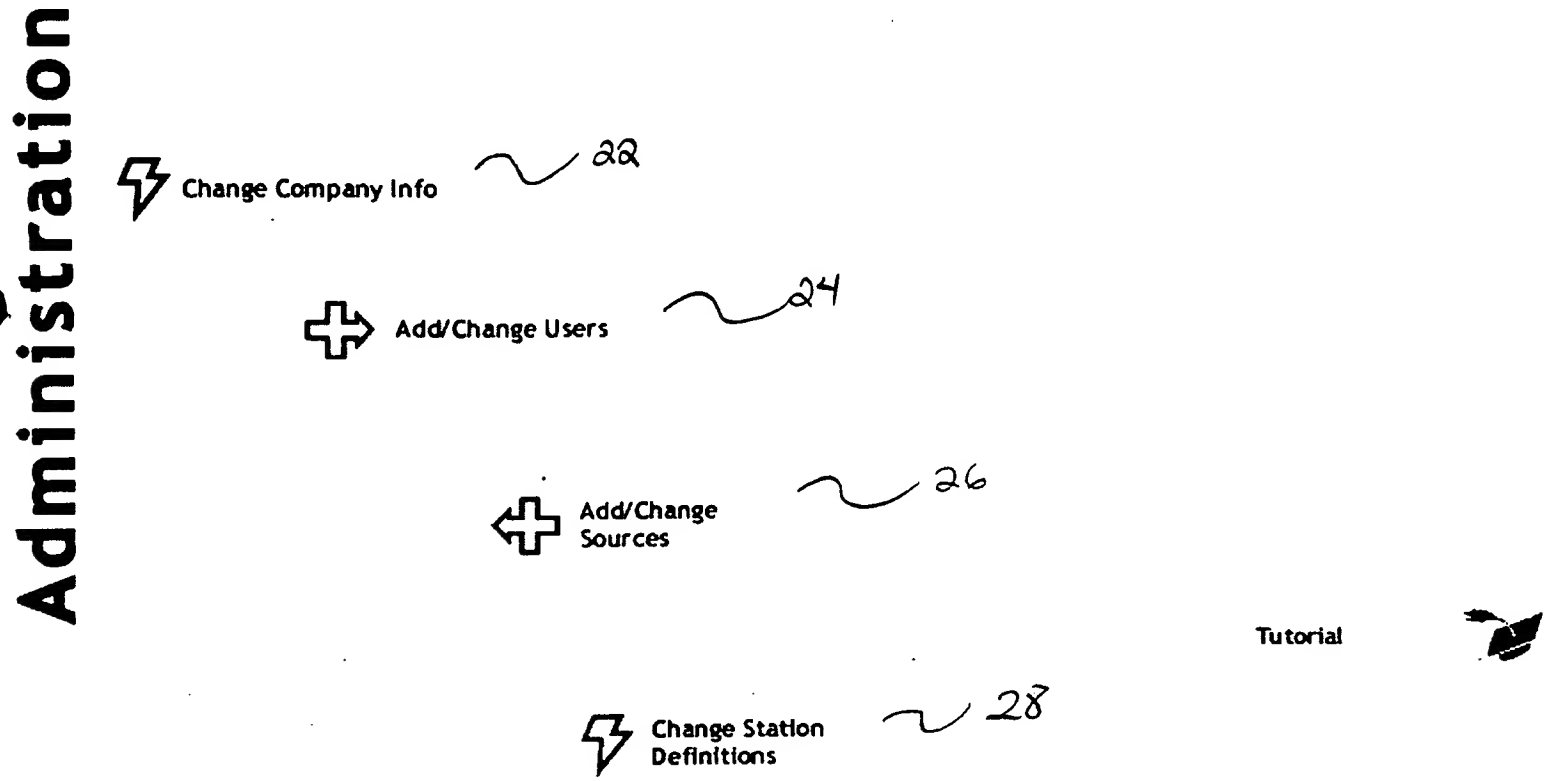
Administration
Change Company Info
22
Add/Change Users
24
Add/Change Sources
26
Tutorial
Change Station Definitions
28

FIG. 2

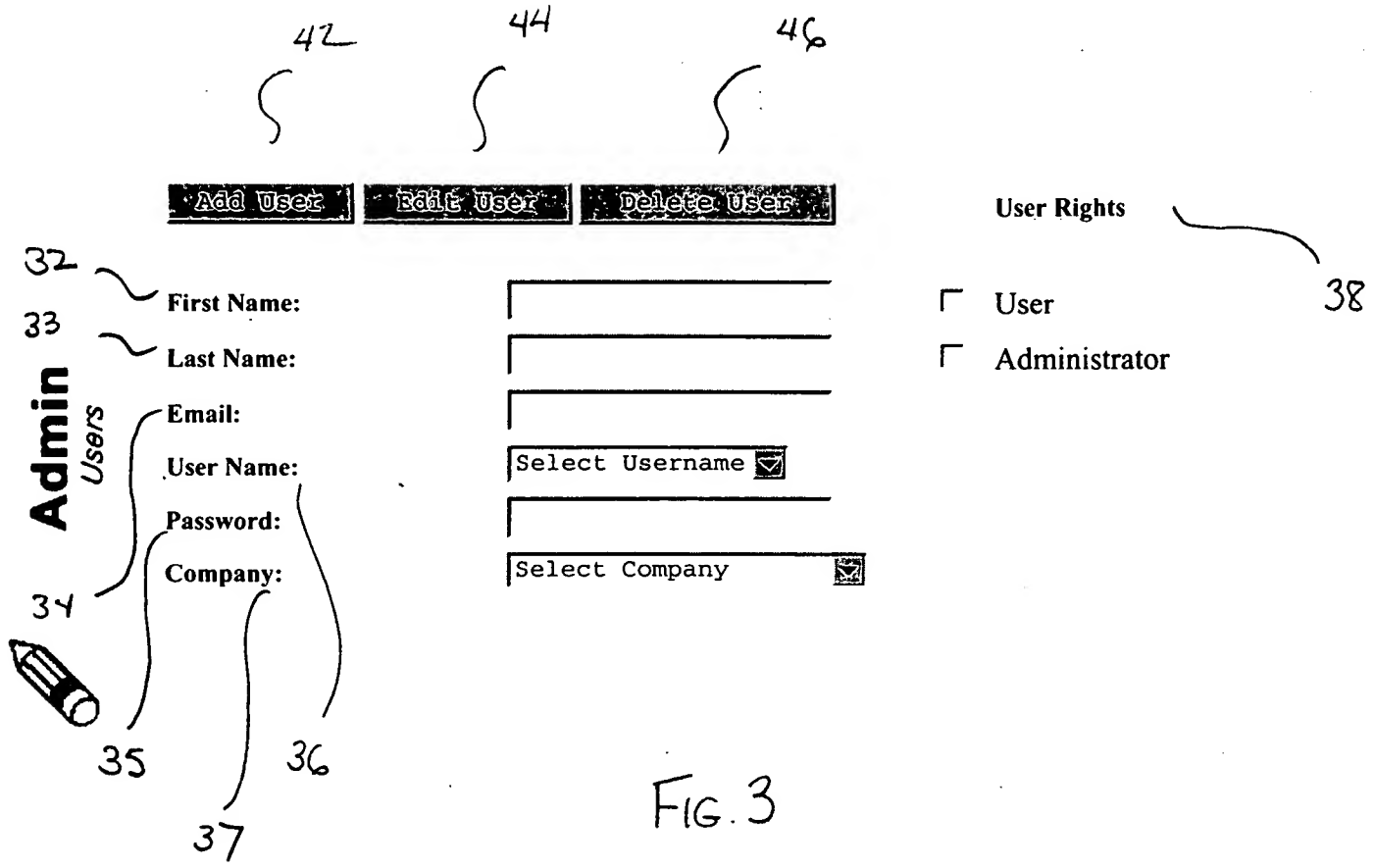
42
44
46
Add User
Edit User
Delete User
User Rights
32
First Name:
33
Last Name:
Email:
User Name:
Password:
Company:
Admin
Users
Select Username
Select Company
User
Administrator
38
34
35
36
37

FIG. 3

48

S1 : Unaware Lead : **These are people who probably dont know anything about your company or product(I.e. from mailing lists).** Edit

S2 : Somewhat Aware : **These are people who probably dont know anything about your company or product(I.e. from tradeshows).** Edit

S3 : Aware Lead : **Inbound inquiry, Suspect have taken an action to get introduced to your company.** Edit

S4 : Unable to contact : **Attempts are being made but no contact has resulted.** Edit

S5 : Unqualified : **This person has been formally introduced to your company but remains unqualified at this time.** Edit

S6 : Warm Lead : **Warm lead, not ready for sale yet. Requires further marketing qualification.** Edit

S7 : Influencer not primary contact : **This is not the key contact but someone who may influence a sale. Keep on marketing to this person.** Edit

S8 : Mailing List : **General mailing list**

S9 : Hot Lead : **Hot Lead! Passed to sales for close.** Edit

S10 : Rejected Lead : **Sales rejects lead; includes reason** Edit

S11 : In pipeline : **Still in the sales pipeline but not considered hot.** Edit

S12 : Sale Complete : **Sale complete! now a customer.**

S13 : Bad Lead : **Bad lead**

FIG. 4

Admin
Station 1 Definition

S1 : Unaware Lead:
These are people who probably dont know anything about your company or product(I.e. from mailing lists).

Stationmaster: admin 52

Stationmaster may reassign to: Sarah 54

The duration a lead may remain in this station is: 1 days. 56

Once leads expire, send an email to: admin 58

Should leads remain in that station 1 week after the first email is sent, send another email to: admin 62

If no response after one more week, move leads to station: 64

Save 66

FIG. 5

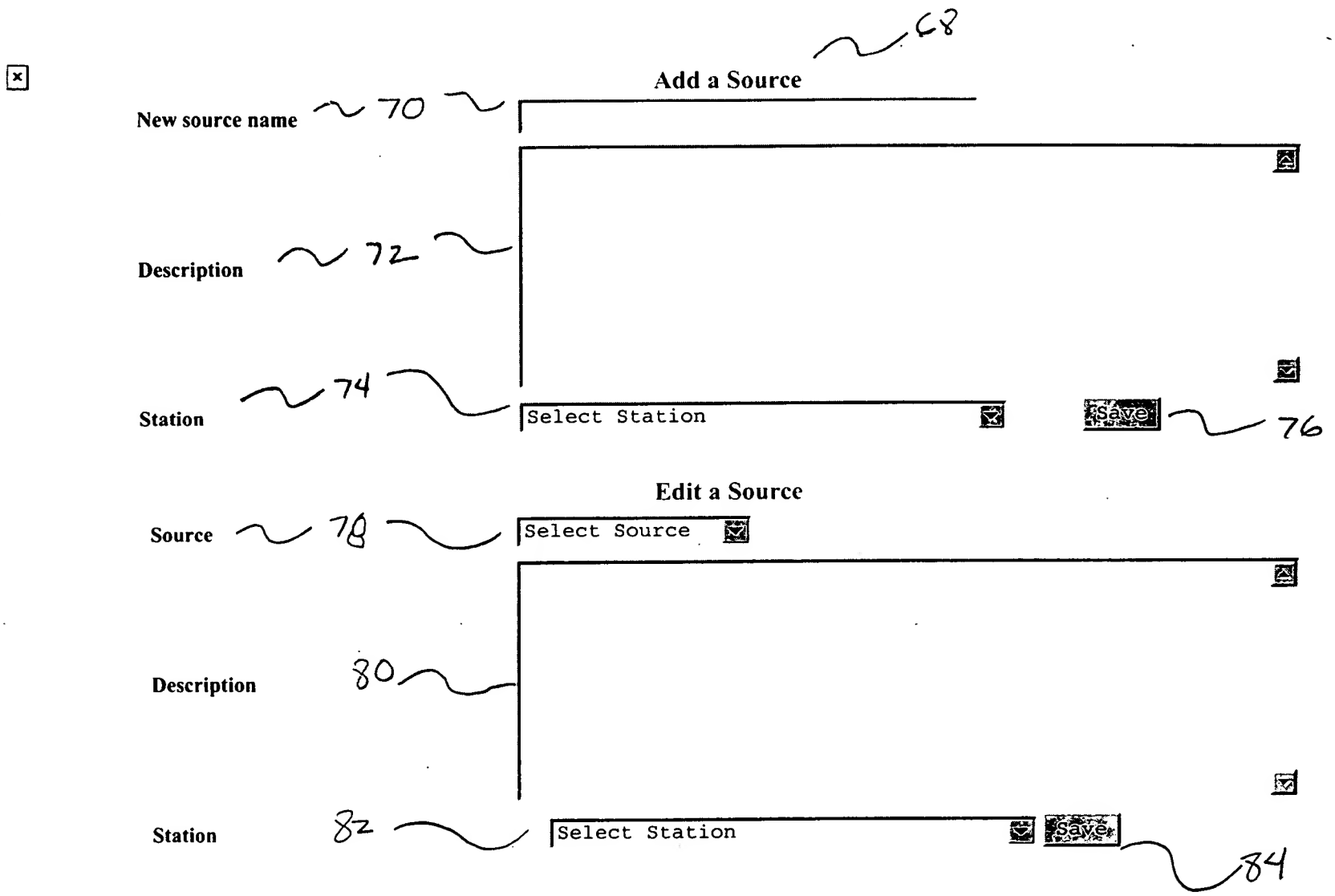
68
Add a Source
New source name
70
Description
72
Station
74
Select Station
Save
76
Edit a Source
Source
78
Select Source
Description
80
Station
82
Select Station
Save
84

FIG. 6

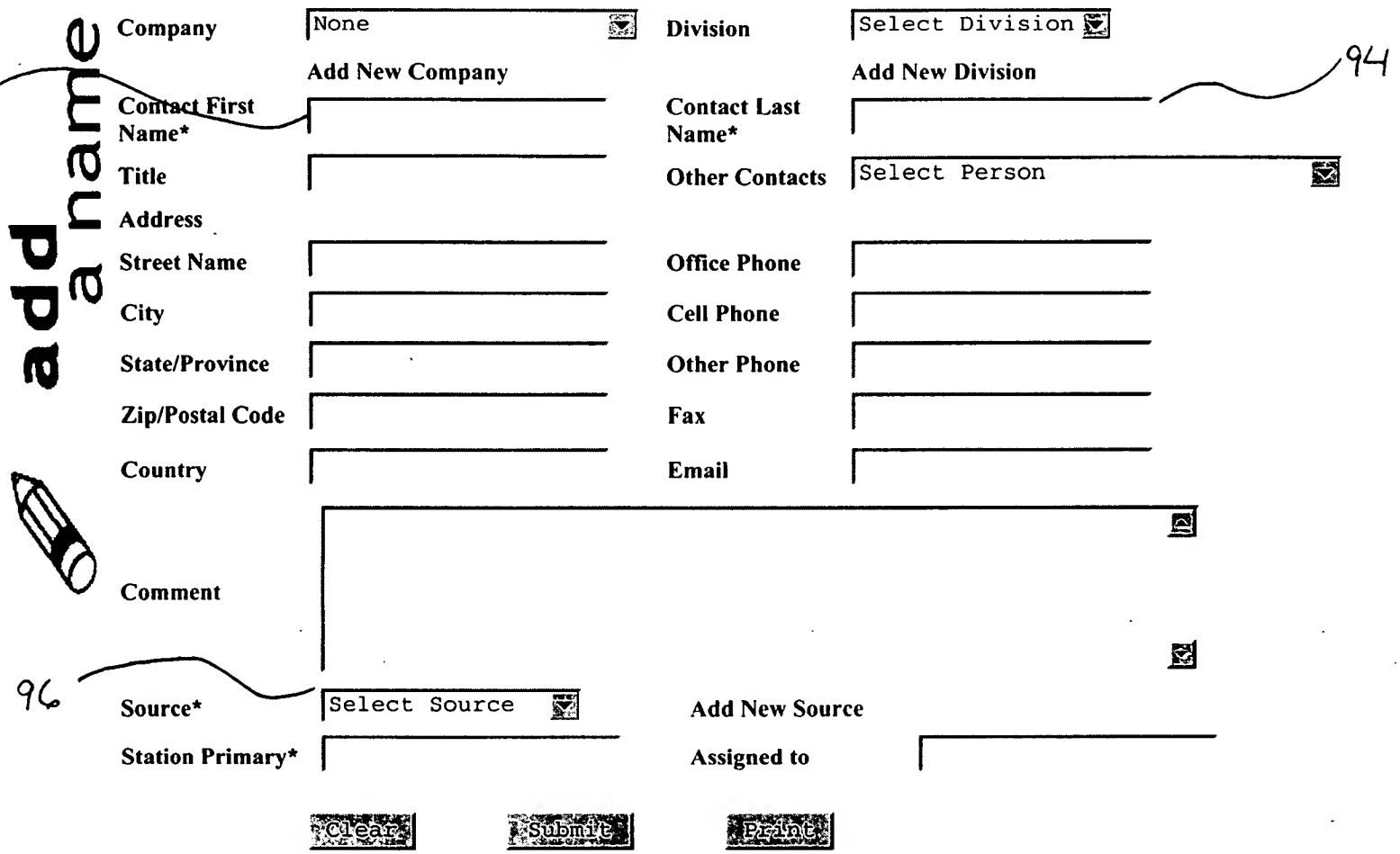
add a name
92
94
96
Company
None
Division
Select Division
Add New Company
Add New Division
Contact First Name*
Contact Last Name*
Title
Other Contacts
Select Person
Address
Street Name
Office Phone
City
Cell Phone
State/Province
Other Phone
Zip/Postal Code
Fax
Country
Email
Comment
Source*
Select Source
Add New Source
Station Primary*
Assigned to
Clear
Submit
Print

FIG. 7

1. Create a new map New Map 108

2. Assign

Station: S1 : Unaware Lead 102

Source: Chicago Tribune 96

3. Select an exising map

Select an existing Map 104

Next 106

FIG. 8

Import List

1. Select a file to import:

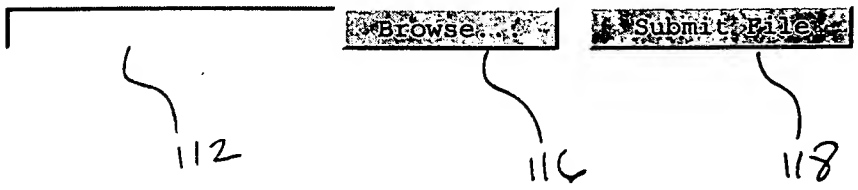

FIG. 9

To narrow search, check one or more boxes and enter criteria:

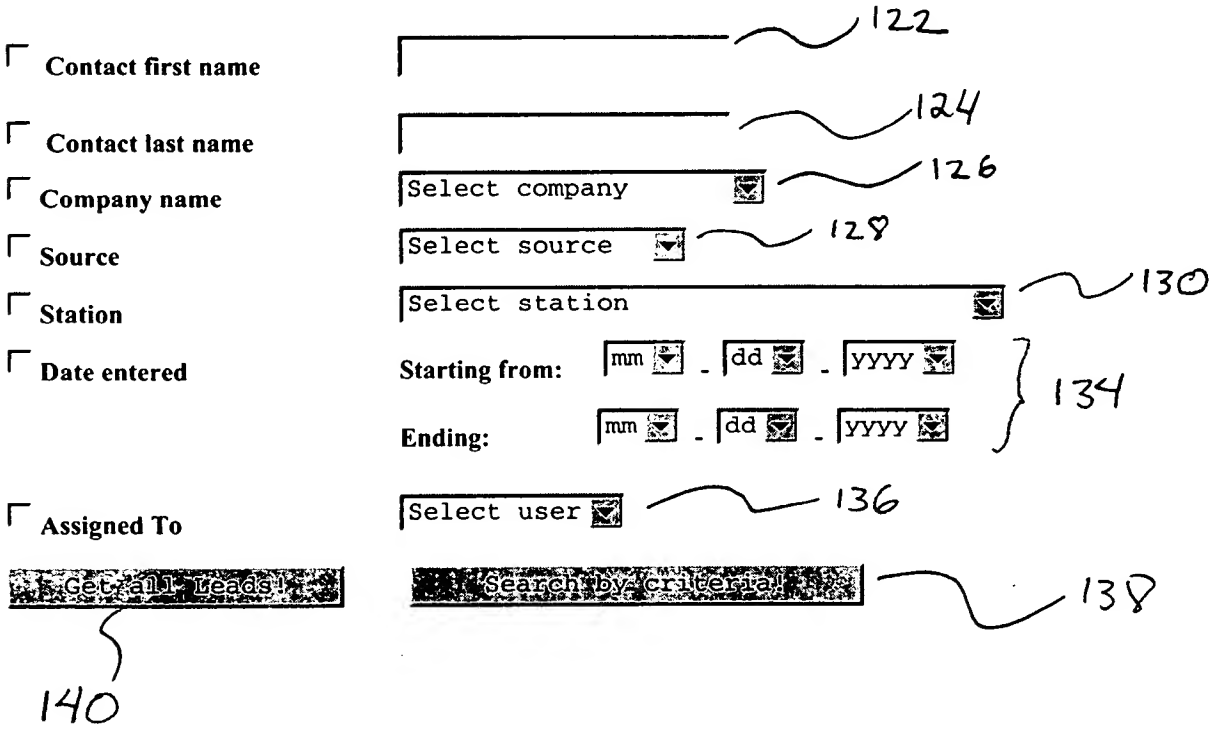

FIG. 10

Select a Report:

By Source: Chicago Tribune / Boston Herald / USA Today — 310 — Run Report — 325

By Station: S1 : Unaware Lead / S2 : Somewhat Aware / S3 : Aware Lead — 314 — Run Report — 325

Aging By Source: Chicago Tribune / Boston Herald / USA Today — 316 — Run Report — 325

Aging by Station: S1 : Unaware Lead / S2 : Somewhat Aware / S3 : Aware Lead — 318 — Run Report — 325

Aging by Lead: Run Report — 320

FIG. 11

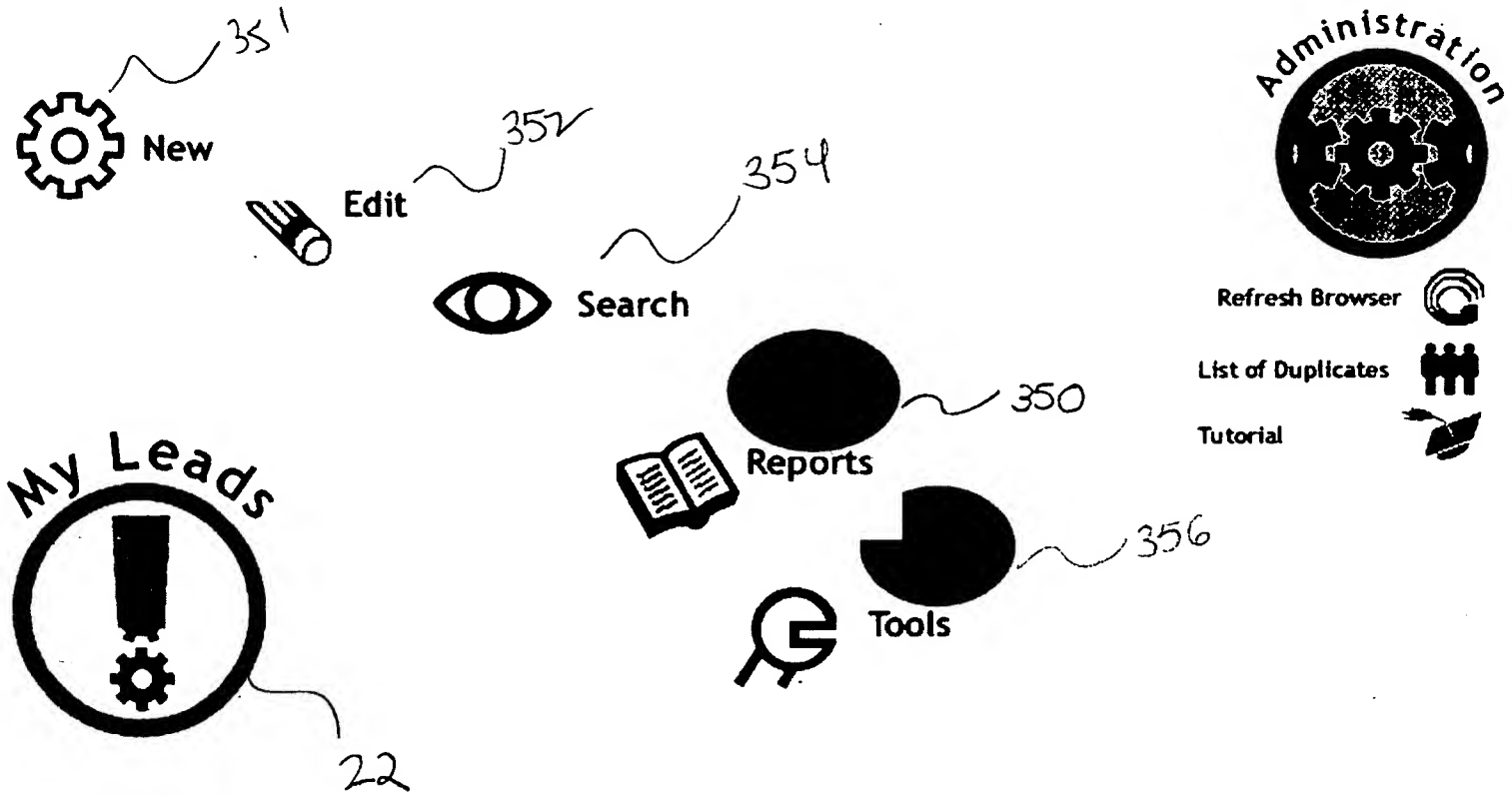
351
New
352
Edit
354
Search
Administration
Refresh Browser
List of Duplicates
Tutorial
350
Reports
356
Tools
My Leads
22

FIG 12

AutoGen Reporting

Review existing autogen 360

Select Report

Previous Users Select to Delete 364

Select User To Delete

Create New Report 376

368 **DateRange: Select One**

- Last 24 hours
- 1 Week prior
- 1 Month Prior
- 3 Months prior
- 6 Months prior
- 1 Year prior
- Since system inception

Frequency of update: 372

- Once a day
- Once a week
- Once a month
- Once a quarter

FIG. 13

FIG. 14

My Leads

Name	Title	Company	Address	Phone	Email	Station	Sou
John Cussack		None	N/A ; N/A N/A N/A N/A			S2 : Somewhat Aware	Chic: Tribı
Tarun Sharma		Sedona	N/A ; N/A Alabama N/A N/A			S2 : Somewhat Aware	Chic: Tribı
Sam0 Shepherd0	Dr	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
Sam1 Shepherd1	Dr	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
crazy0 devo0	web	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
crazy1 devo1	web	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
achmed0 boolad0	runnermansingliker	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
achmed1 boolad1	runnermansingliker	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
ed0 lane0	wazzzupguy	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
ed1 lane1	wazzzupguy	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
cool0 kid0	coolman	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
cool1 kid1	coolman	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
bobo0 woodizergizerman0	nothing	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı
bobo1 woodizergizerman1	nothing	None	1 ; 1 1 1 N/A	1 1 1 1		S4 : Unable to contact	Chic: Tribı
mystery0 man0	hmmmm	None	0 ; 0 0 0 N/A	0 0 0 0		S4 : Unable to contact	Chic: Tribı

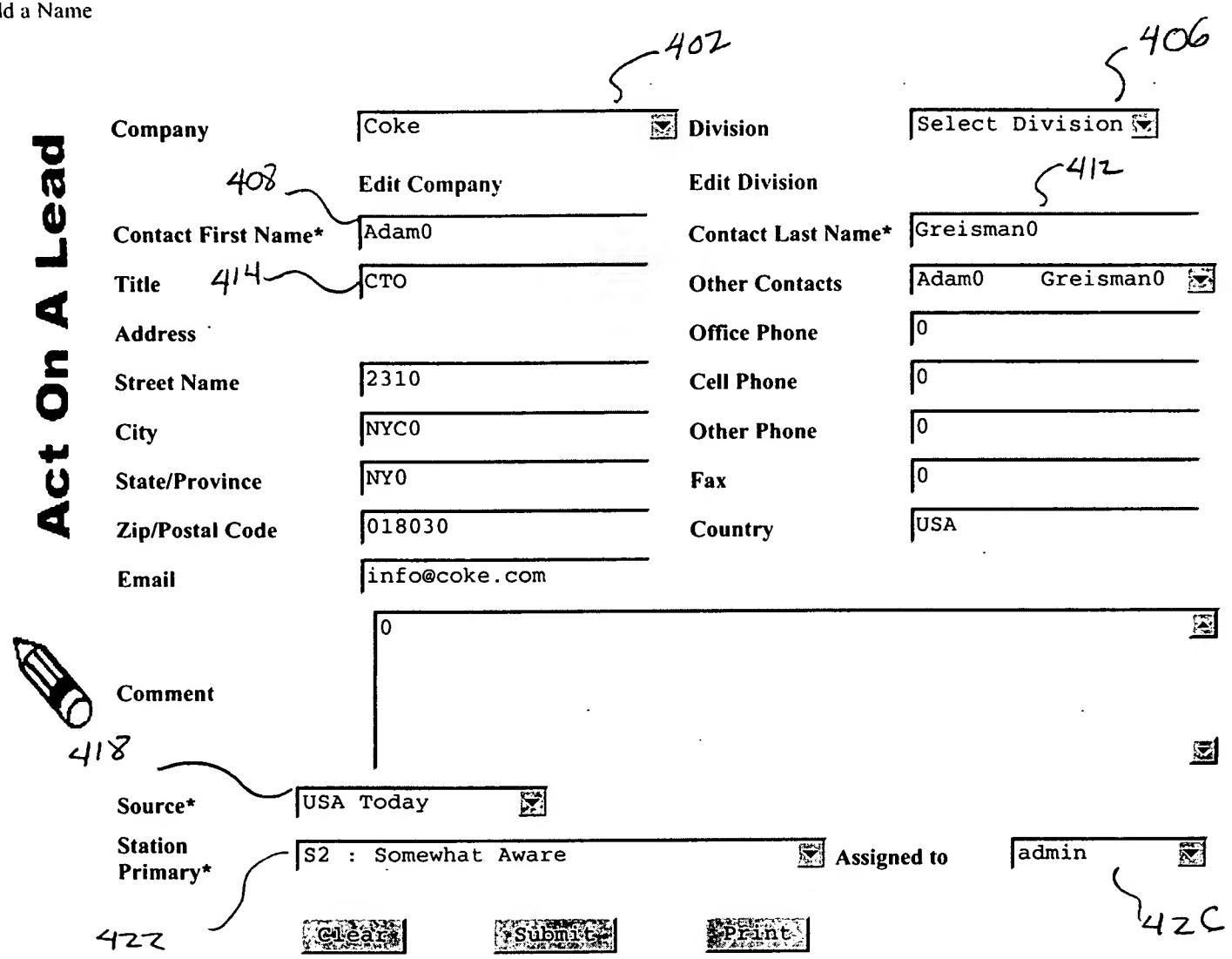
Act On A Lead
Company
Coke
Division
Select Division
Edit Company
Edit Division
Contact First Name*
Adam0
Contact Last Name*
Greisman0
Title
CTO
Other Contacts
Adam0 Greisman0
Address
Office Phone
0
Street Name
2310
Cell Phone
0
City
NYC0
Other Phone
0
State/Province
NY0
Fax
0
Zip/Postal Code
018030
Country
USA
Email
info@coke.com
0
Comment
Source*
USA Today
Station Primary*
S2 : Somewhat Aware
Assigned to
admin
Clear
Submit
Print
402
406
408
412
414
418
422
420

FIG. 15

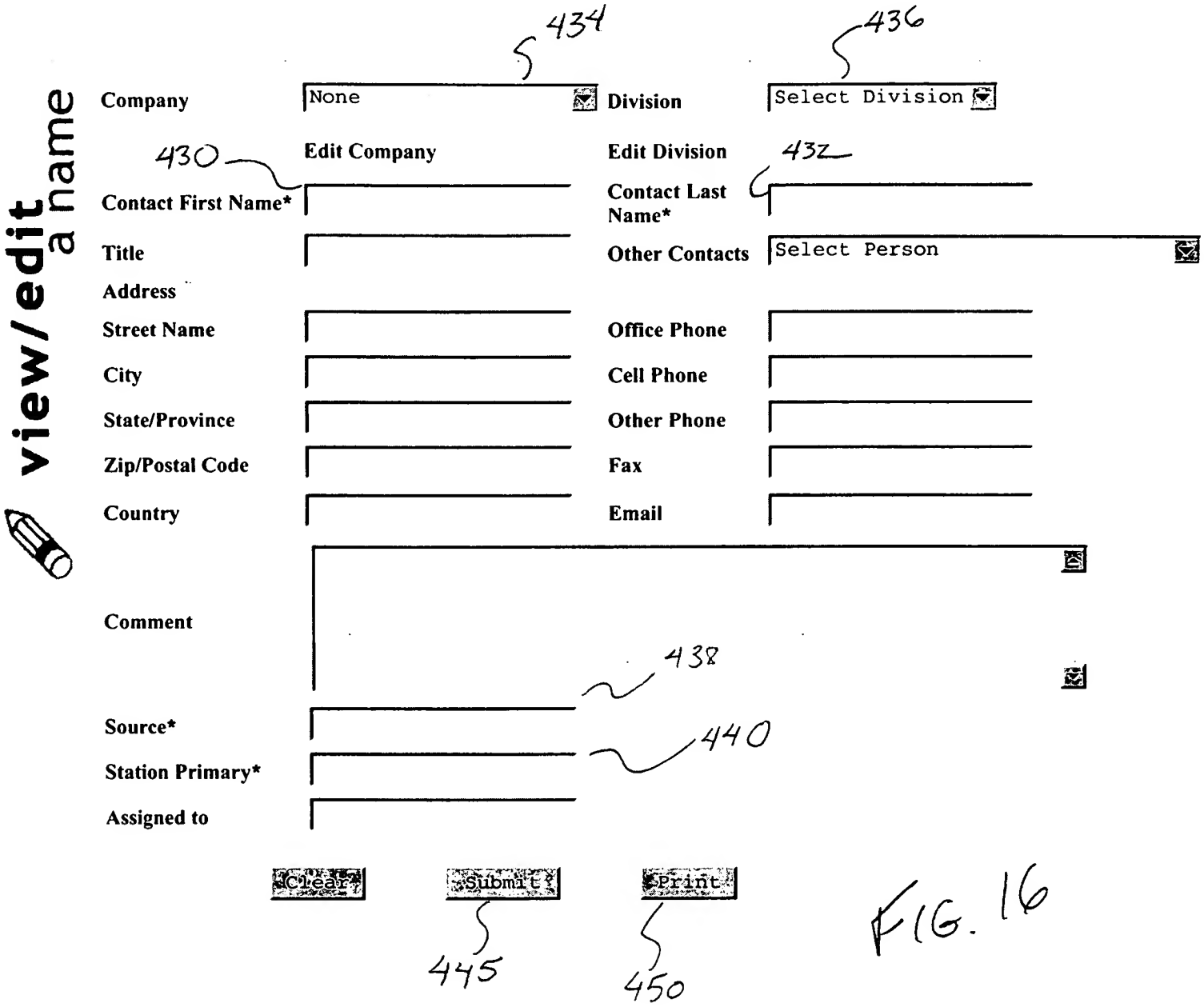
view/edit a name
Company
None
434
Division
Select Division
436
430
Edit Company
Edit Division
432
Contact First Name*
Contact Last Name*
Title
Other Contacts
Select Person
Address
Street Name
Office Phone
City
Cell Phone
State/Province
Other Phone
Zip/Postal Code
Fax
Country
Email
Comment
438
Source*
440
Station Primary*
Assigned to
Clear
Submit
Print
445
450

FIG. 16

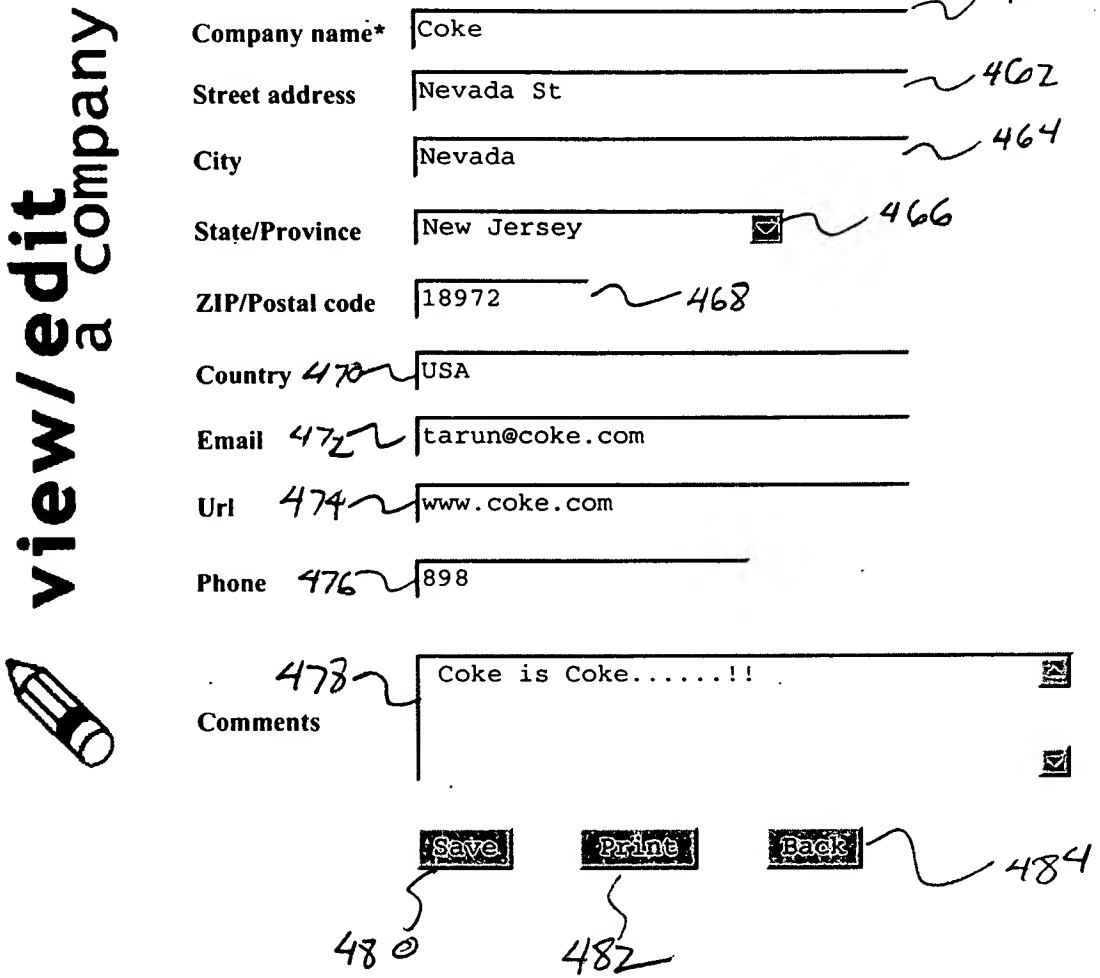
view/edit a company
Company name*
Coke
460
Street address
Nevada St
462
City
Nevada
464
State/Province
New Jersey
466
ZIP/Postal code
18972
468
Country
470
USA
Email
472
tarun@coke.com
Url
474
www.coke.com
Phone
476
898
478
Comments
Coke is Coke.....!!
Save
Print
Back
484
480
482

FIG. 17